Permit #F00022254

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00022254 **Type of Permit:** FILMING **Release Date:** 11/18/2009

Production Company HSI PRODUCTIONS

Insured Company Name HSI PRODUCTIONS

Contact Phone No. 1 310-558-7100
Contact Phone No. 2
Fax 310-558-7101
Address 3130 EASTHAM DR
CULVER CITY, California 90232

Production Title PEPSI

Type of Production Commercial - Standard

Producer Ron Mohrhoff

Director David LaChapelle

1st AD Paul Norman

Production Manager Laura Auster

FilmL.A. Coordinator Adrian Fayad

Location Manager Charlie Love
Primary Phone Mobile - 323-646-7826
Secondary Phone Office - 310-558-7100

Location Assistant N/A N/A
Primary Phone Mobile - 555-555-5555
Secondary Phone

Fees

Notification Charge	$310.00
FILMLA FILM APPLICATION FEE	$625.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00

Total Permit Fee $1,020.00

Number of Locations 2

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Summary Information — Location

Permit Number F00022254
Production Company HSI PRODUCTIONS
Insured Company HSI PRODUCTIONS
Production Title PEPSI

Location Manager Charlie Love
Primary Phone Mobile - 323-646-7826
Secondary Phone Office - 310-558-7100

Location Address Victory Blvd & Laurel Canyon Blvd, Los Angeles, CA, 91606

Location Names

Location Type Intersection

Location Description

Film Dates 11/20/2009 - 11/20/2009 07:00 - 22:00

Open or Closed to the Public Open

Generic Conditions
All vehicles must be parked on private property
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with merchant activity
No interference with vehicular or pedestrian traffic
No stopping or setting up in front of merchants or residents without prior approval

Please see attached document Charlie Love HSI letter166.pdf

Equipment on Location

Type	Quantity
Cast/Crew vehicles	20
Cube Trucks	3
Honey Wagons	1
Vans	3

Personnel on Location

Type	Quantity
Cast	15
Crew	15

Filming Activities Equipment on sidewalk only.; Exterior Dialogue; exterior play back ; walk and talk ;

Jurisdiction **Political:** Los Angeles City - Council District 02 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Parking

Base Camp
Location Type : Location
Street :

Crew Parking
Location Type : Location
Street :

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Summary Information — Location

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Production Company HSI PRODUCTIONS
Insured Company HSI PRODUCTIONS
Production Title PEPSI

Location Manager Charlie Love
Primary Phone Mobile - 323-646-7826
Secondary Phone Office - 310-558-7100

Location Address Victory Blvd & Fulton Ave, Los Angeles, CA, 91401

Location Names

Location Type Intersection

Location Description

Film Dates 11/20/2009 - 11/20/2009 07:00 - 22:00

Open or Closed to the Public Open

Generic Conditions
All vehicles must be parked on private property
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with merchant activity
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Filming Activities Equipment on sidewalk only.; Exterior Dialogue; exterior play back ; walk and talk ;

Jurisdiction **Political:** Los Angeles City - Council District 02 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Parking

Base Camp
Location Type : Location
Street :

Crew Parking
Location Type : Location
Street :

NOT A PERMIT

Permit #HO0022254 Attn: John

Appointment of Film Permits Unlimited, Inc.
As Authorized Agent and representative

I certify that I am a representative of HSI ("Principal") and am authorized to enter into binding contractual agreements on it's behalf. I further certify that I am authorizes by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Film Permits Unlimited, Inc. and it's employees and agents ("FPU") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits on behalf of Principal through Film LA, Inc., any city and county, or through any other jurisdiction: to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and/or community guidelines applicable to any such permit): and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or incidental to any permit or rider issued to Principal signed by an employee or agent of (including any coordinator, runner or messenger used by) FPU. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints FPU as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including Film LA, Inc. and any city county or other jurisdiction) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for all purposes. The appointment may be revoked by Principal at any time in writing, but in any case, shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint FPU as agent for Principal, and based upon that authority I hereby appoint FPU as Principal's agent as set forth herein.

Dated: _____

HSI
Name of Principal

By: _____
Representative's Signature

Charlie Love
Print Representative's Name

Manager
Representative's title

_____
Principal's Address

323-646-7826
Principal's Telephone

Film Permits Unlimited, Inc.
Phone (818) 347-9929
Fax (818) 347-9784

Please sign and fax back
Principal = Name of Company

NO PERMIT